

**REMARKS**

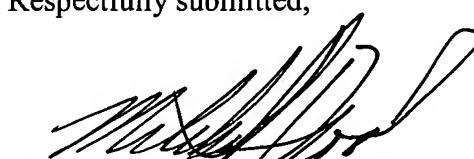
Claims 31 and 35-37 are currently pending for prosecution in the subject application. The Examiner has rejected claims 31 and 35-37 as anticipated by Anderson et al., U.S. PG Publication No. 2004/0039750 (“Anderson”).

Applicant has amended claims 31, 36, and 37, and has added new claims 38-45. The amendments are directed to more clearly define the scope of the present invention, and in particular to distinguish between an editorial table of contents and a shopping table of contents. In this regard, it is respectfully submitted that Anderson does not teach or suggest a shopping table of contents. Accordingly, applicant submits that the anticipation rejection based on Anderson has been overcome and that all claims are in condition for allowance.

In conclusion, it respectfully is submitted that the rejection has been overcome and favorable reconsideration and allowance of the claims is solicited. If necessary, the Commissioner is authorized in this and concurrent replies to charge payment (or credit any overpayment) to Deposit Account No. 50-2298 in the name of Luce, Forward, Hamilton & Scripps LLP, for any additional fees required under 37 CFR 1.16 or 1.17.

Respectfully submitted,

Date: 6/8/06

  
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